

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2019/2020

### LPR 1037 – PUBLIC RELATIONS STRATEGIES (All Sections)

25 OCTOBER 2019  
9.00 a.m – 11.00 a.m  
(2 Hours)

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#### INSTRUCTIONS TO STUDENTS

1. This question paper consists of **THREE** printed pages with **TWO** sections only.
2. Answer **ALL** questions in **Section A** and **Section B**.
3. Write your answers in the Answer Booklet provided.

**SECTION A: STRUCTURED QUESTIONS [30 MARKS]****Instruction:** Answer ALL questions.

1. Briefly explain issues management. (2 marks)
2. Many public relations campaigns, particularly those in the public relations area, concentrate on identifying and reaching key opinion leaders who are pivotal to the success or failure of an idea project.
  - a) Briefly explain public opinion. (2 marks)
  - b) Define two (2) types of leaders, and explain each of them. (4 marks)
3. Lobbying is closely aligned with governmental relations or public affairs. Lobbying on the other hand is a more specific activity.
  - a) Define lobbying. (2 marks)
4. Grunig and Hunt (1984) developed 'Four Models of Public Relations' that describe the field's various management and organisational practices. These models serve as guidelines to create programs, strategies, and tactics.
  - a) Identify each of the models. (4 marks)
  - b) Explain each of the models. (8 marks)
5. Public Relations is concerned with the effect of ethics and conduct on reputation. The Institute of Public Relations Malaysia (IPRM) has a fairly comprehensive code of professional conduct for its members.
  - a) Define ethics? (2 marks)
  - b) Identify six (6) values of the IPRM code of professional conduct. (6 marks)

**Continued...**

**SECTION B: SHORT ANSWER QUESTION [20 MARKS]**

**Instructions:** Read the information below and answer the questions that follow.

1. A media release as already noted, is written like a news story. The lead paragraph is an integral and important part of the text because it forms the apex of the journalistic “inverted pyramid” approach to writing. The first paragraph succinctly summarises the most important part of the story and succeeding paragraphs fill in the details in descending order of importance.
  - a) Discuss the rules of writing a media release. (10 marks)
2. The Giri Giri Island state government is very much aware that to stand out and attract global business, there has to be a strong image platform on which to build. It is anticipated that Giri Giri Island will become more high profile and be accepted globally with a strong brand image. Giri Giri Island has an equatorial climate with tropical rainforests and abundant animal and plant species. It is also located in a large-scale development project in a delta area for three rivers, including Silver White River, which is Giri Giri Island’s longest river. There is a land bank of 30,000 hectares, owned by the Giri Giri Island state government, available for development of the Green City.

Giri Giri Island Green city will be a unique and industry-leading destination due to its unrivalled natural landscape and its position in the heart of one of the world’s fastest-growing markets. The Giri Giri Island Green city is referred to as an advanced hub because of the area’s wide range of competitive advantages. Giri Giri Island’s large land bank available for agriculture and development differentiates it from other sites. The land is available for an assortment of green industries, both upstream and downstream.

As well as the unparalleled availability of land, Giri Giri Island has an extensive infrastructure system to enable the transport of products in and out of the area. There is a modern road system connecting the hub to other major cities. An airport and deep-water port can also be found in Giri Giri Island, thus providing easy connectivity to the world.

**Continued...**

a) As the Public Affairs Manager with Giri Giri Island State Government, you are required to write a public relations plan to promote Giri Giri Island as a 'Green' city based on the following criteria:

i)	Goal	(1 mark)
ii)	Objective(s) of the public relations plan	(2 marks)
iii)	Two (2) key messages that will be used across the plan	(2 mark)
iv)	Strategy and tactics	(2 marks)
v)	Timeline	(3 marks)

**End of Paper**